

## Riverside Renaissance in the home stretch



The Riverside Renaissance is approaching the end of its fourth year and is tracking at an amazing pace. The initiative boasts almost \$1.2 billion in projects either completed, under construction, out to bid or in design. In the last six months alone, the City put the final touches on an additional 40 Renaissance projects, bringing the total number completed to 172 and tallying nearly \$458 million in investment.

The following highlights just a few of our recently completed projects:

- **Fox Performing Arts Center** is open and boasts a 1,642-seat state-of-the-art performing arts theater.

- The new and improved **Main Street Riverside** is now polished with new landscaping.
- The new **La Sierra Senior Center** is complete with a fitness center, computer lab, library, banquet room and much more! Additionally, the **La Sierra Community Center** renovations were finalized.
- The **Columbia Avenue Grade Separation** is complete and open to free-flowing traffic.
- The completion of **Victoria Avenue** showcases new tree, rose and plant installation, a repaired bike route and meandering borders for walking paths.

As we get ready for the fifth and final year of the Renaissance initiative, the momentum doesn't stop! Here are some upcoming projects we have to look forward to:

- **The Arlanza Library** is nearing completion and is expected to be open to the community by fall 2010.

- The completion of the **Fairmount Park Playground** with a universally accessible play area is projected to be complete by summer 2010.
- The construction of **Magnolia Avenue Grade Separation** is underway and expected to be complete by fall 2011.
- **The Arlington Heights Sports Park** will provide three lighted baseball fields, eight lighted football/soccer fields, playground, picnic shelters, and basketball courts and is anticipated to be complete in summer 2010.
- **The Van Buren Boulevard Street Widening** project is in full swing and is projected to be complete by June 2010.
- **The RCC Joint Use Aquatics Facilities** bring an Olympic-sized competition pool to Riverside and will make its debut in January 2011.

*For more on the Riverside Renaissance program go to:*  
[www.riversiderenaissance.org](http://www.riversiderenaissance.org)

## International cycling company rides into Riverside

Whether you shop online or go into a showroom, one thing is immediately clear: to the employees of Jenson USA cycling isn't just exercise; it's a way of life! The business began 16 years ago in the garage of an ambitious young man with a passion for cycling. Zooming ahead to 2010, Jenson USA has become an international retailer of all things cycling from mountain bikes and parts to clothing and accessories and Riverside has been chosen for the company's expansion. They purchased a 73,000-square-foot building in Sycamore Canyon that

will be a distribution site, call center and showroom. Initially Jenson will have about 40 cycle-savvy employees with plans to grow.

Riverside is a prime location for Jenson in part because of the City's extensive bike paths including access to the Sycamore Canyon trails not far from the new Jenson USA building – a clear draw for their customer base and a great place to test out their products! Jenson plans to be open for business in its new location before the end of April. This move is a win-win for both Jenson USA and the City of Riverside.

## Articles

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# Freshening up a classic keeps residents coming back



Mount Rubidoux is more than just a local park – it is possibly the best known natural landmark in the City of Riverside. Residents and visitors have been making their way to its peak for over 100 years to take photographs, exercise or just to gaze out over the City from its

incredible vantage point – an unobstructed 360 degree view. The Frank A. Miller Mount Rubidoux Memorial Park draws over one thousand visitors daily and that number is growing. The park is open from dawn until dusk every day and offers 3.5 miles of paved roads along with numerous dirt hiking trails for walkers, joggers and cyclists.

Recognizing its grand history and continued popularity, the City of Riverside has made nearly \$1 million in

improvements to enhance the visitors' experience on Mount Rubidoux. Some work has been unglamorous improvements that people don't typically think about such as roadway repairs, installation of drainpipes and curbs for water runoff and erosion control and repairing or replacing damaged rock walls. In addition, Mount Rubidoux has been given a fresh look with accommodations that visitors will definitely notice. An estimated 20 decorative benches and trash receptacles now line the trails. A picnic area was added. Decorative wrought-iron gates now grace both Glenwood Drive and Ninth Street to make the park entryways stand out. And everyone that steps foot on Mount Rubidoux can appreciate the new doggie waste bag dispensers to assist pet-owners in keeping the mountain clean! Still to come – a new water fountain at the Glenwood entrance and the planting of more trees.

Over the decades the City of Riverside has undergone many changes, yet Mount Rubidoux has remained an enduring, steadfast landmark through it all. With proper care this beautiful park will remain a popular regional attraction for generations to come.

## Riverside Neighborhood Conference 2010



This year's Neighborhood Conference is all about Riverside's greatest resource: its residents!

Now more than ever residents and City Hall must work together. Collaboration on community problem-solving and neighborhood livability issues are key to maintaining our quality of life. And Riversiders are good at that!

The goal of the annual neighborhood conference is to network residents with each other and with resources for community improvement by providing a wide range of informative and useful workshops

and other activities to assist residents in maintaining and improving neighborhood livability.

The 2010 Neighborhood Conference will be held at California Baptist University (CBU) on June 5 and is hosted by the City of Riverside and the Riverside Neighborhood Partnership. The theme this year is "Seizing Our Destiny: One Neighborhood at a Time" which will showcase this community's exciting new vision for the future through "The Agenda for Riverside's Innovative Future."

The day's festivities include a welcome from Mayor Ron Loveridge, the presentation of the annual awards: The Neighborhood Spirit Awards and Jack B. Clarke Good Neighbor Award, and door prizes. Breakfast and lunch will be available for purchase at the low cost of \$5.00 per meal and gives you access to the all-you-can eat CBU dining commons.

Introductory workshops include

instruction on how to organize a neighborhood association or block club and what tools and programs are available to you and your neighbors. The Mayor, our resident local government expert, is leading a workshop called "City Hall 101". All conference workshops are FREE.

The conference also includes over 40 exhibit booths from city departments as well as community groups and service agencies.

To register for this event visit [www.riversideca.gov/neighborhoods](http://www.riversideca.gov/neighborhoods) or pickup a registration form on the 2nd floor of City Hall. Pre-registration is required by May 25.

*For conference questions, email [neighbor@riversideca.gov](mailto:neighbor@riversideca.gov) or call 826-5195.*



# Commuter relief coming soon for Magnolia Avenue

With 26 street-level train crossings, commuters in Riverside feel the impact of regional and national train traffic every day. The intersection of trains and streets causes safety issues for pedestrians and vehicles, delays traffic, slows response times for emergency vehicles, creates train horn noise and impacts air quality due to idling cars.



Thanks to the Riverside Renaissance approved by the City Council, the Magnolia Avenue Grade Separation project will separate train and car traffic by building a bridge for the train while cars drive underneath. Once

complete, drivers will never have to stop for a train here again.

The first phase of construction began February 1 with widening Beatty Avenue to four lanes and the addition of traffic signals at Magnolia and Brockton Avenues.

The remaining construction sequence is as follows: 1) realign the railroad tracks, 2) reduce traffic on Magnolia Avenue to one lane in each direction, 3) begin building the bridge, 4) complete Merrill Avenue improvements, 5) move traffic under the bridge (one lane in each direction), 6) complete Magnolia Avenue, 7) open all four lanes on Magnolia Avenue under the new bridge and 8) put in water-wise landscaping.

The total project cost is estimated at \$53 million and is expected to be done by fall 2011.

## Riverside offers big savings to ride bus

A new City program is giving Riverside residents extra incentive to leave their cars in the garage and use public transportation. 'Riverside Go Transit' is a program designed to improve local air quality by helping take cars off the road and increasing use of public transportation.

The 'Riverside Go Transit' program offers residents the opportunity to purchase Riverside Transit Agency bus passes at substantial savings: 30-day passes are discounted 30% and 7-day passes 25%. This drops the price of the 30-day general use pass from \$50 to \$35, and the 7-day pass from \$16 to \$12. Discounted senior and youth passes are available as well.

"Not only is this program a great way to encourage public transportation, it also comes during a time of high gas prices and economic challenges for many families," said Riverside Transit Agency Chairman of the Board Karen Spiegel. "We are pleased to work with the City of Riverside to make this important program a reality."

Residents can register for this program and purchase passes at the 4th floor Public Works Department counter in City Hall at 3900 Main Street. *Further details of the program are available at [www.RiversideGoTransit.com](http://www.RiversideGoTransit.com)*



## New Web site features school and neighborhood strengths

The City recently launched a new Web site - "At Home in Riverside" - to supply valuable information about the schools and neighborhoods of Riverside! Created through a unique partnership of the Office of the Mayor, City of Riverside, and Alvord and Riverside Unified School Districts, this new Web site provides timely information for homebuyers and relocating families about the City, award-winning schools, its vibrant neighborhoods and outstanding community resources.

The idea is simple: showcase the outstanding successes and enrichment opportunities of our schools, and publicize the valuable assets of each of the City's 26 amazing neighborhoods! This exciting Web site provides in-depth information about Riverside's two school districts - Alvord and Riverside Unified - including detailed profiles of all public and private elementary, middle and high schools. The Web site also provides overviews and links for all four college and university campuses. In addition, it includes a map of the City's 26 neighborhoods with the location of all schools, libraries, parks, community centers and major shopping centers.

The "At Home in Riverside" Web site's easy-to-use and interactive style is an inviting tool that will help prospective residents, those looking to move within Riverside and Realtors obtain the vital information they need when determining where to live in Riverside. It is time to share Riverside's successes while encouraging families to make Riverside home.

*See for yourself, visit [www.HomeinRiverside.com](http://www.HomeinRiverside.com)*



# THE GREEN PAGE

## *New program offers bundled rebates, greater savings*

Homeowners in Riverside, who are Riverside Public Utility (RPU) customers, can find extra savings in the energy and water efficiency upgrades they make to their properties when they participate in the City's new Whole House Rehabilitation Program.

Approved by the City Council earlier this year, the Whole House Rehabilitation Program encourages homeowners to "bundle rebates" that they would normally receive from Riverside Public Utilities. The more customers apply for at one time, the greater the payback – both in rebates and in energy and water savings.

For years, RPU has offered a variety of public benefit rebate programs to customers who install energy-efficient appliances, doors and windows; water-saving toilets; and even solar electric generation

systems. And typically, homeowners apply for one rebate at a time.

"This is a case of the whole house being greater than the sum of its parts," said RPU General Manager David Wright. "We will award points for the number of improvements customers want to make. The higher the points, the more we'll give in rebates. Imagine a 350 percent rebate on home improvements and you begin to see the possibilities." The program is the first of its kind in the nation, Wright said.

Customers considering home efficiency improvements must install a minimum of two energy or two water-saving measures that currently fall under RPU rebate offers. Each qualified efficiency improvement is assigned a number of points. Those who reach a minimum of 7 points will receive a 150 percent rebate. Totals of 10-14 points would result in a 250 percent rebate; 15-29 points a 300 percent rebate; and those who accumulate a total of 30 points or more would receive a 350 percent rebate.



Program funds are limited and awarded on a first-come, first-served basis, so city officials are urging people to take advantage while the money is available.

Under the program guidelines, customers are limited to rebates of \$7,000 a year. Rebates must be submitted to RPU within 90 days of purchase. Property owners need not live in the house to take advantage of the program.

*Find out more at*  
[www.RiversidePublicUtilities.com](http://www.RiversidePublicUtilities.com)

## May is Water Awareness Month

While the rainfall over the past few months have helped to replenish Riverside's water supplies, wise water use and conservation is essential to ensuring that those supplies remain abundant for many years to come.

With May being Water Awareness Month, here are three quick tips on how to save water, help the environment and lower your water bill.

**Use Less Water, Help Save the Planet** - Did you know that you can help reduce greenhouse gasses by using less water? Electricity is used to pump water from aquifers to treatment plants to reservoirs and on

to your home or business. The less water we need, the less electricity required to pump it.

**Adjust Watering Times** - From turning sprinklers off when it's raining, to adjusting watering times for different plant areas, and only watering when your lawn needs it, adjusting your sprinkler system's timer settings can be a big conservation measure and money saver.

**Check for Leaks** - Leaks from sprinkler systems, faucets, showerheads and toilets can waste thousands of gallons of water each year. Checking for and fixing those leaks will help reduce water waste and your water bill.



# Community Events Calendar

## • April •

15 \_\_\_\_\_

### Pat Benatar Concert

Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

16 \_\_\_\_\_

### Riverside International Film Festival Opening

UltraStar Cinemas  
(University Village)  
Times Vary  
For more info call 682-4456

17 \_\_\_\_\_

### The 2010 Dyslexia Dash

The Band Shell  
Fairmount Park  
6 - 10 a.m.  
For more info call 686-9837

### 5th Annual Salute to Veterans Parade

Downtown Riverside  
10 a.m. - noon  
For more info call 687-1175

18 \_\_\_\_\_

### Bird Walk

California Citrus  
State Historic Park  
8 - 9 a.m.  
For more info call 780-6222

### Health Fair

"Pathways to a Healthier Community"  
Bordwell Park  
10:30 a.m. - 3 p.m.  
For more info call 682-9810

20 \_\_\_\_\_

### Hairspray

Fox Performing Arts Center  
7:30 p.m.  
For more info call 684-2929

21 \_\_\_\_\_

### Discovery Days

Riverside Metropolitan Museum  
1:30 - 4:30 p.m.  
For more info call 826-5273

### Hairspray

Fox Performing Arts Center  
7:30 p.m.  
For more info call 684-2929

22 \_\_\_\_\_

### Hairspray

Fox Performing Arts Center  
7:30 p.m.  
For more info call 684-2929

23 \_\_\_\_\_

### Car Show

Jason's Deli  
at Canyon Springs  
5 - 10 p.m.  
For more info call 697-7666

### Hairspray

Fox Performing Arts Center  
8 p.m.  
For more info call 684-2929

24 \_\_\_\_\_

### Earth Day

California Citrus  
State Historic Park  
8 a.m. - 1 p.m.  
For more info call 780-6222

### 7th Annual Stroll 'N' Roll

Shamel Park  
9 a.m. - noon  
For more info call 826-1728

### Hairspray

Fox Performing Arts Center  
2 and 8 p.m.  
For more info call 684-2929

### Riverside Philharmonic Concert

Riverside Municipal Auditorium  
8 - 10 p.m.  
For more info call 787-0251

25 \_\_\_\_\_

### Hairspray

Fox Performing Arts Center  
1 and 6 p.m.  
For more info call 684-2929

### Riverside Philharmonic Concert

Riverside Municipal Auditorium  
2 - 4 p.m.  
For more info call 787-0251

26 \_\_\_\_\_

### 55+ Spanish Class

Dales Senior Center  
1 - 2 p.m.  
For more info call 826-2047

28 \_\_\_\_\_

### Riverside Resource/Job Fair

Riverside Convention Center  
9 a.m. - noon  
For more info call 955-3075

### 55+ Bingo

La Sierra Senior Center  
1 - 3 p.m.  
For more info call 351-6435

29 \_\_\_\_\_

### Creative Writing Workshop

Riverside Public Library  
6:30 - 8:30 p.m.  
For more info call 369-1564

## • May •

1 \_\_\_\_\_

### The Gardens of Historic Homes

Ivy, Hallwood & Victoria Avenues  
10 a.m. - 3 p.m.  
For more info call 784-6229

2 \_\_\_\_\_

### Family Fun Day On first Sundays

Various Locations  
1 - 4 p.m.  
For more info call 826-5273

3 \_\_\_\_\_

### 55+ Scrapbooking Class

Dales Senior Center  
12:30 - 2:30 p.m.  
For more info call 826-2047

6 \_\_\_\_\_

### Riverside Arts Walk

Downtown Riverside  
6 - 9 p.m.  
For more info call 682-6737

### David Sedaris

Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

7 \_\_\_\_\_

### Screening of "Duck Soup"

Fox Performing Arts Center  
6:30 p.m.  
For more info call 779-9800

8 \_\_\_\_\_

### 29th Annual Rape Crisis Center

Dinner Banquet & Auction Gala  
Victoria Club  
5 - 10 p.m.  
For more info call 686-7273

### America

Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

### RMCF's 25th Anniversary Gala

Riverside Convention Center  
6 - 9 p.m.  
For more info call 682-2753

10 \_\_\_\_\_

### Riverside Sport Hall of Fame 8th Annual Induction Dinner

Riverside Convention Center  
5 - 9 p.m.  
For more info call 274-3587

### 55+ Life Fitness Class

Dales Senior Center  
11:30 a.m. - 12:30 p.m.  
For more info call 826-2047

12 \_\_\_\_\_

### 55+ Line Dance Class

La Sierra Senior Center  
11 a.m. - noon  
For more info call 351-6435

15 \_\_\_\_\_

### Riverside Backyard Bash

Bobby Bonds Park/César Chávez Community Center  
10 a.m. - 4 p.m.  
For more info call 826-5746

### 19th Annual Vintage Home Tour & Vintage Mercantile

Courtyard by Marriot  
10 a.m. - 5 p.m.  
For more info call 683-2725

16 \_\_\_\_\_

### Bird Walk

California Citrus  
State Historic Park  
8 - 9 a.m.  
For more info call 780-6222

17 \_\_\_\_\_

### 55+ Spanish Class

Dales Senior Center  
1 - 2 p.m.  
For more info call 826-2047

FOR MORE EVENTS AND DETAILS, CHECK OUT [www.riversideca.gov](http://www.riversideca.gov)

**Downtown Farmers Market**  
**Riverside Saturdays**  
8 a.m. - 1 p.m.  
Main Street  
between Fifth and Sixth Streets  
No Dogs Allowed, except for service animals  
California Health and Safety Code Sec. 114371.2

**PAT BENATAR**  
& Neil Giraldo  
with The Motels  
APR. 15, 2010

**RIVERSIDE CONCERT SERIES**  
David Sedaris..... May 6  
Screening of "Duck Soup" ... May 7  
America..... May 8  
Bill Cosby ..... Jun. 5  
[www.FoxRiversideLive.com](http://www.FoxRiversideLive.com)

**FOX Performing Arts Center**  
Riverside, California  
**BROADWAY SERIES**  
**hairspray**  
BROADWAY'S BIG FAT MUSICAL COMEDY HIT  
**April 20 - 25, 2010**



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## Riverside Outlook April 2010

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Riverside, CA 92522

**Mayor:**

Ronald O. Loveridge

**City Council Members:**

Mike Gardner	Ward 1
Andy Melendrez	Ward 2
Rusty Bailey	Ward 3
Paul Davis	Ward 4
Chris Mac Arthur	Ward 5
Nancy Hart	Ward 6
Steve Adams	Ward 7

**City Manager:**

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**Bill Cosby**  
June 5, 2010  
FoxRiversideLive.com

**AMERICA**  
May 8, 2010  
FoxRiversideLive.com

**PAT BENATAR & Neil Giraldo**  
April 15, 2010  
FoxRiversideLive.com

**Best Musical Winner!**  
2010 Tony Award

**Downtown Street Jam**

**FOR MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT [www.riversideca.gov](http://www.riversideca.gov)**



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